

It takes 2 to make the

Bathroom Beautiful

—you and



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From the collection of:

Mike Jackson, FAIA



Bathroom Beauty

begins with you...

—a homemaker with ideas and dreams about the sort of bathroom you have always wanted.

We, at Universal-Rundle, can suggest new, interesting and practical bathroom designs . . . and provide you with incomparably fine fixtures, in glorious colors, or whitest white.

Together, we can make a bathroom that will heighten the charm of your home, make the most of your decorative ideas, and provide a worthy setting for the world's finest bathroom fixtures by Universal-Rundle.

Beginning on the next page, you will find entirely new ideas in bathroom design and decoration. Here are bathrooms alive with color and warmth, with delicate decorative touches that make the bath a room with cheerful charm.

These bathrooms were designed by the well-known New York decorator, Ving Smith, to express the contemporary note of liveability that now invades the American bathroom.



White Magic

that began in a barn!

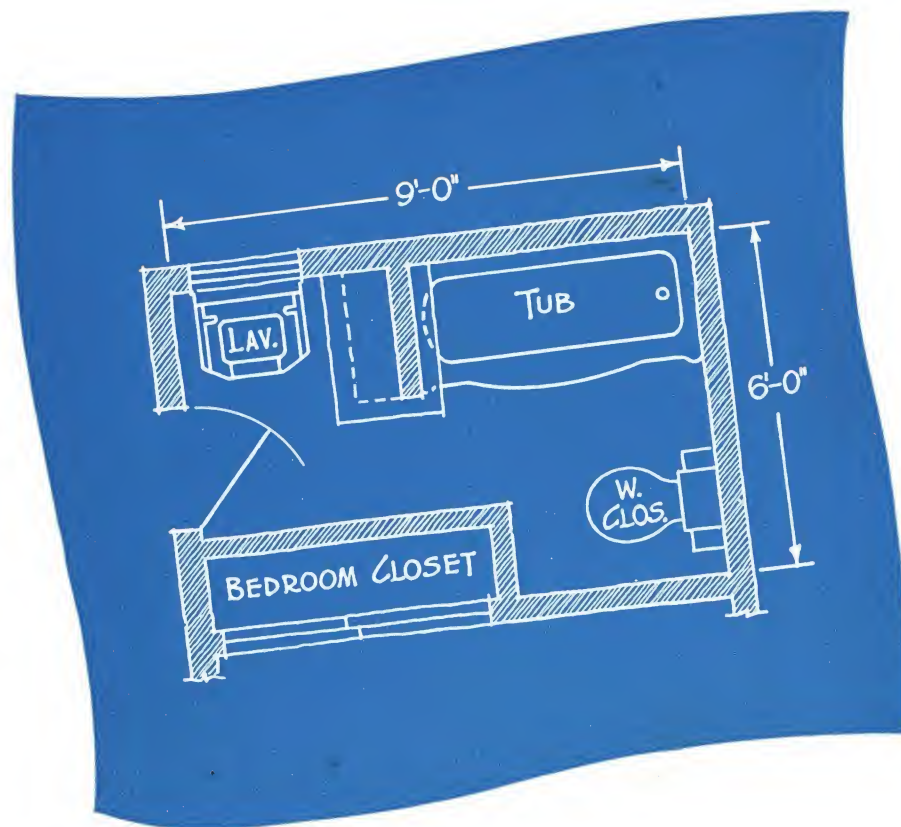
The inspiration for the decorating of this bathroom came with the finding of the old carriage lamp, and the louvred window shutters. Both were stored in the barn. (Maybe there are others in your cellar or attic, right now!)

Here's its recipe for smart color scheming: French blue, a touch of yellow, add a chocolate brown floor and shower curtain, top with the sparkling white of Universal-Rundle bathroom fixtures!

The lamp is wired for electricity; the shutters applied with early American hinges. The louvres on the shutters give perfect ventilation for the cabinets—the lower one can be used for linens.

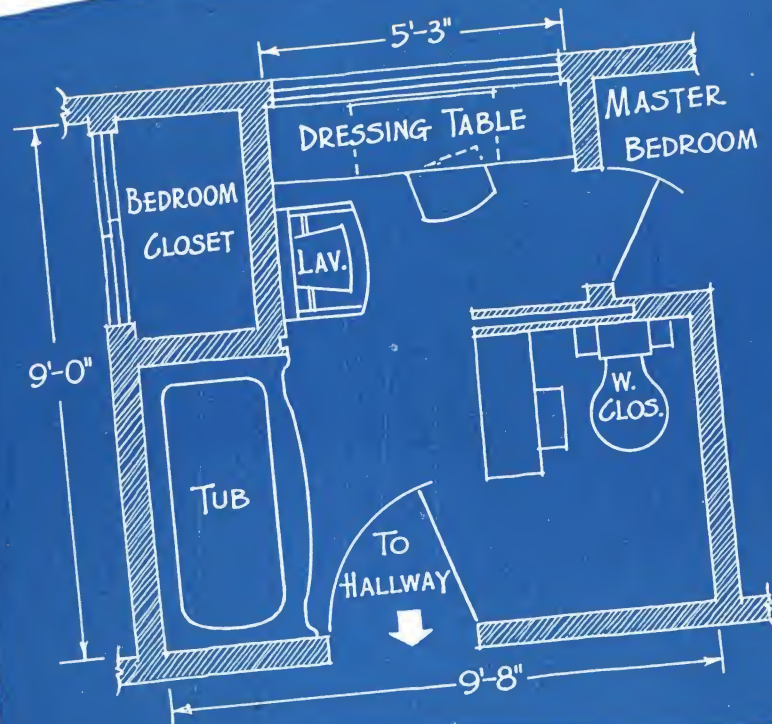
A simple, but important structural feature is the continuous shelf which goes around the wall partition. Hair lotions, soap, cosmetics or any essential for the bath or shower are at your finger tips.

A charming touch to the informality of the room is the yellow provincial drape and the overhead awning which lends a touch of gaiety.





Pearls in Pine



The second you look at this bathroom you know it is intriguingly different . . . the very design for many modern homes. In this room, the natural warmth of mellow waxed pine, the forest green tiles, bordered with lemon-peel yellow, green accent notes in the curtains, the staccato of the cherry-red chair—all provide a lovely natural setting for the pearl-like lustre of Universal-Rundle fixtures!

This pine room is simple to construct. The vertical pine boards can be put up easily by any home-owner. Or, if you prefer, there are many wonderful, waterproof, moistureproof, pineboard wallpapers available.

This practical "compartmental" bath is convenient for the whole family. Each unit is so situated that two persons can use the bathroom at the same time, without crowding.



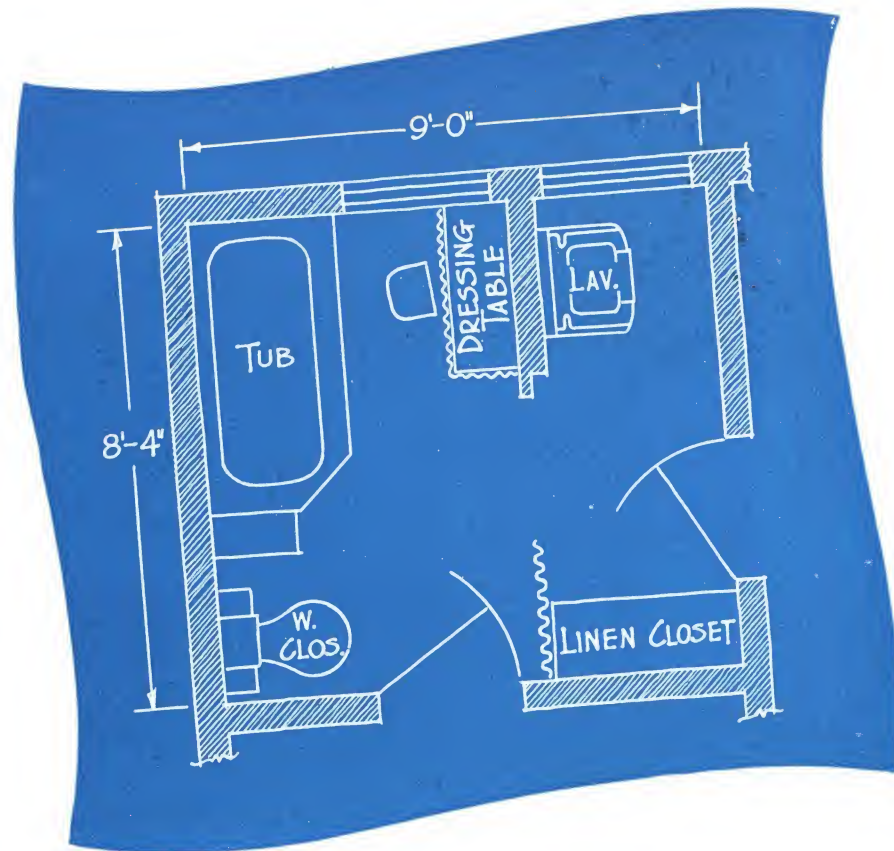


Hot Chocolate Sky

Here walls of hot chocolate complement the sky-like azure blue of Universal-Rundle colorware. Accent notes of citron yellow, soft magenta and muted Parma violet are sprinkled about.

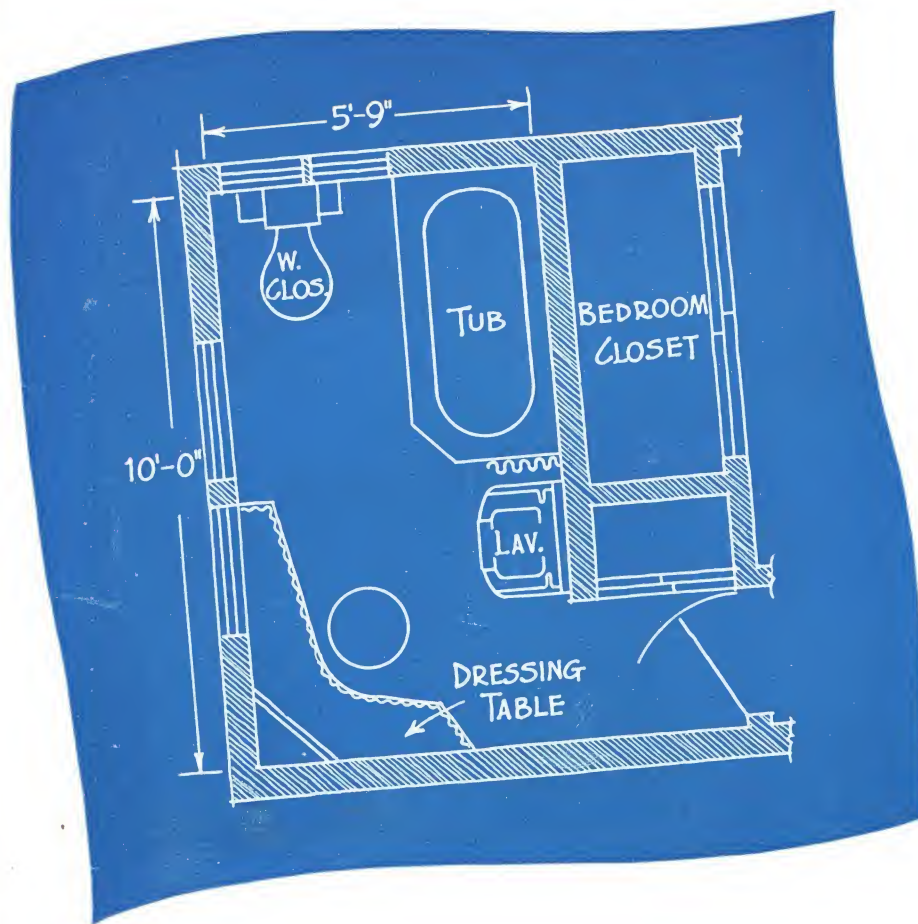
Simple but charming decorative ideas indicate taste and imagination in what used to be the most neglected room in the house. The ladder shelf partition can be made of wood or scrap angle irons. The shirred fabric window materials can be bought at any 5 & 10¢ store, will fit most any window. The dressing table can be an old table covered with a home-made skirt.

Here is a master bathroom, convenient for the whole family. If "morning rush" bathroom traffic is a problem, you can omit the dressing table, place two lavatories back to back.





Desert Night



This lovely bath is in terra cotta, slate blue and pink, with accent notes of desert tan Universal-Rundle colorware. The black spatter dot linoleum combines these color notes in perfect harmony.

The room is modern in feeling, sophisticated in taste. It's a small room with an expansive feel—one we would find in the contemporary ranch type of house that is so popular.

The terra-cotta brick wall can be the actual brick of a load bearing wall, or brick wall paper. Either way it conveys an idea of "space"—a sensation of bringing the outside in. The movement given by the line of the shelf adds to the feeling of continuity.

The combination closet is wonderfully useful. Top section for towels, etc.; bottom section, a series of three pull-out stocking and towel driers. The star-burst bell-shaped light adds glamour to the room. It can slide across the room on an overhead trolley and settle over the vanity.





Hidden magic—in a marvelously modern bathroom! For who'd ever guess that ebony dressing table was once an old flush door? Or that the lavish-looking marble partition is just marble-finished Marlite? Touches of pink, and vivid white fixtures, contrast smartly with the room's bold blue and black.

A "checker board" room with a dozen clever moves! There's linen space galore behind the doors of that ingenious checker wall cabinet—and "show off" space for your lovely bath accessories. A brown and tan checker board floor harmonizes with the warm, sunny spirit of the room.

the very idea

The very idea for your bathroom may not be any one of the foregoing designs entirely. But you are sure to pick up a lot of ideas from them that you can use in your own original variations or combinations.

Here are some sketches of other bathroom designs that the decorator has added to our book for good measure.





This Vanitee-inspired room has been starred in the dreams of every woman who has longed for a perfect place to primp—or to bathe a new baby. Cleans like a dream, too, with its dust-free vertical Venetian blinds . . . wipe-off paneling around the tub . . . scratch-and-stain resisting fixtures!

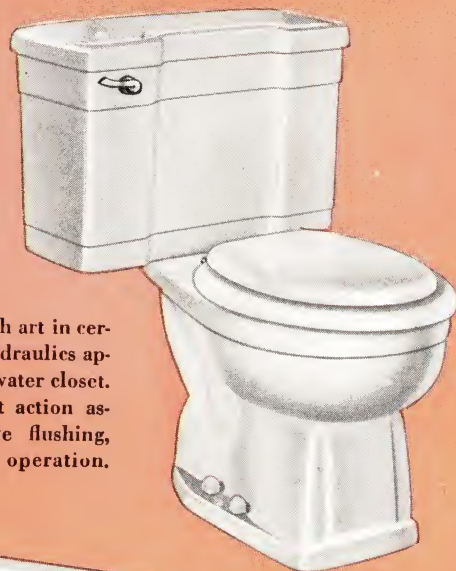
◀ There's a mellowing bit of early America in this bright bathroom, with its hunting prints and "spice cabinet" medicine chest. And what guest wouldn't be intrigued by that gay collection of old shaving mugs, ranged before the sparkling Verdant Green lavatory! A perfect complement to a colonial interior.



The **Universal-Rundle** fixture "families" . . . where



CHATEAU—the world's most luxurious lavatory. Extra-good-measure proportions. Its 27" x 21" dimensions, roomily accommodate toilet accessories. No. 827.



CLIMAX—High art in ceramics and hydraulics applied to the water closet. Its siphon-jet action assures positive flushing, unobtrusive operation. No. 32065.



MEADOW—There has never been a bathtub more beautiful than the big, graceful Meadow Corner Tub. In 5 foot length, with either right or left-hand outlets. No. 2091 shown.

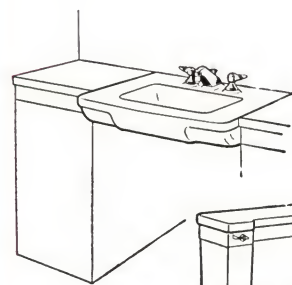
THE REGENCY ENSEMBLE

. . . the masterpieces of fine fixtures

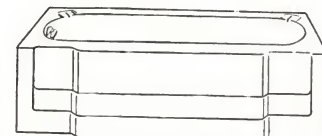
Taking its cue from the conservative elegance of the Regency period, the Universal-Rundle Regency group is the masterwork of our master craftsmen—the highest expression of the art of fine fixture making.

Luxury for living well is here, in the lavish proportions, generously allowing the maximum in comfort and convenience. Clean classic lines remain forever easy on the eyes.

These pieces comprise the ensemble: the Chateau Lavatory, Meadow Corner Tub, Climax Water Closet. All are made in Arctic White, as well as Sunlit Ivory, Verdant Green, Azure Blue, and Desert Tan.



An alternate selection is the Carlton Counter Lavatory. In vitreous china, dimensions 27" x 21". No. 727



The Century has the same flushing action as the Climax, but has an elongated rim. No. 33065.



For recessed tub requirements, the Master Meadow Recess Tub is an alternate selection in this group. No. 2591 shown.

beautiful bathrooms begin



COQUETTE—The Coquette Lavatory has a deep basin that makes it easy to wash "up to the elbows." The extra-wide shelf back has ample space for shaving accessories and toiletries. Has the famous concealed overflow. No. 622—22" x 19"; No. 628—20" x 18".



CASTLE—The Castle Water Closet is of the improved reverse-trap uni-closet type, that gives more positive flushing than ordinary wash-down actions. This closet has a low panel-front tank, and a broad, substantial seat base. No. 22186.

MASTER MEADOW—Recess Tub is of panel-front apron design, with a wide seat panel on the front rim, twin built-in soap dishes on the back shelf. In 4½ or 5 foot models, right or left-hand outlets. No. 2541 illustrated.



THE REPUBLIC PATTERN

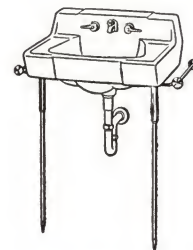
... perfection in panel-front design

Here is U/R's treatment of the popular panel-front design—a contemporary style that is simple, direct, functional. Its smooth-flowing lines keep perpetually fresh, never tire the eye.

Smooth planes and surfaces that practically keep themselves clean. No abrupt angles, narrow recesses or crevices to secrete hard-to-get-at dirt.

The lavatory's built-in concealed overflow outlet gives you adequate protection from water damage, from overflowing of the basin.

The smart Republic group can be had in sparkling Arctic White—the whitest of any white bathroom fixtures. Or in Universal-Rundle's colorful Desert Tan, Verdant Green, Azure Blue, or Sunlit Ivory.



The Camille Lavatory (left) is the vitreous china choice.

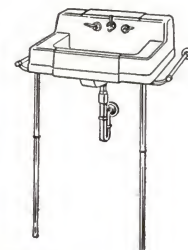
No. 629—20" x 18".

No. 639—22" x 19".

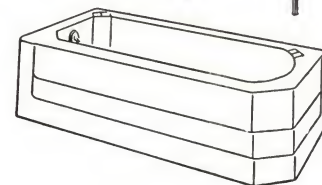
The Ledgemaster (right) is enameled cast iron.

No. 432—22" x 19".

No. 431—19" x 17".



The Meadow Corner Tub is an alternate selection here, where space permits corner installation. No. 2091.



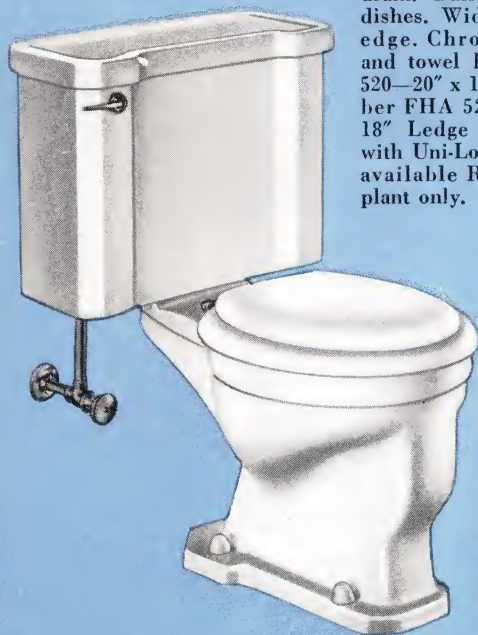
CIRO—The Ciro Bath-tub lightens the concentration of weight in the small bathroom. This recess model is the 5 foot size. It has an easily gripped safety cornice. Multiple layers of baked enamel glorify a base of sturdy steel. No. 9541 illustrated.



COLLEEN—The Colleen Lavatory has a deep basin of the finest vitreous china. Concealed overflow drain. Built-in soap dishes. Wide safety edge. Chrome legs and towel bars. No. 520—20" x 17". Number FHA 520, 20" x 18" Ledge lavatory with Uni-Lox hanger available Redlands plant only.



CIVILIAN—The Civilian Water Closet has the efficient wash-down action. Compact design, pleasing lines. Easy to keep clean and sanitary. No. 12085.



THE PURITAN GROUP

... beauty on a budget

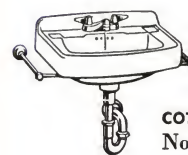
The Arctic White Puritan group of fixtures unites simple classic lines of beauty with economy, without sacrifice of essential sturdiness.

Something new in bathtub design, the Ciro recess tub achieves classic economy of design, by eliminating many pounds weight, in a lower, lighter tub of formed steel construction.

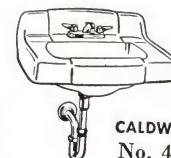
Every essential feature of U/R superiority is present in the Puritan group: The whiteness of the whitest white in the bathroom fixture field. The harder-than-steel surfaces, impervious to acids and stains, so easy to keep clean. The integral bond of surface glaze and fixture body.

Likewise, all the essential performance excellences of U/R fixtures are present in this group—such as safety edges, concealed overflow, and dependable flushing action.

• Many alternate choices are available in the Puritan group, in lavatories and water closets. Some are shown here.



COTTAGE
No. 819



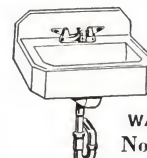
CALDWELL
No. 420



CLIPPER
No. 12075



WAKELY
No. 437
No. 447



WAYNE
No. 435
No. 445



CHEVRON
No. 10075



a Vanity, fair indeed

... the new Universal-Rundle
Vanitee lavatory

A Vanity of vanities is this new "Vanitee"—a vitreous china lavatory basin set flush in a dressing-table top of colorful micarta, supported by a smoothly finished cabinet. The hamper seat is Kalistron covered.

Here is the ideal lavatory for that soft and feminine powder room . . . for the distinctive bathroom . . . or for a second lavatory in the master bathroom.

Decorator colors harmoniously blend lavatory, top, and cabinet. Twelve possible color combinations.

Dimensions: 42 inches long; 21 inches deep; 31 inches high. 18 inches of drawer space and leg room. The double recessed cabinet front is designed to give plenty of toe-room.

Features include, pull-out drawer step to raise the youngsters to basin height . . . cabinet storage space for bath and dressing table accessories. No. 725 with 4" drilling. No. 726 with 8" drilling. No. 724 for counter installation. No. 72 hamper seat.



The Newest and Finest...

THE QUIET COMO

Perfect for the powder room . . . a "must" for installation near the living room of the home . . . the newest design for the bathroom. That's the new, one-piece, space-saving Como Water Closet.

Here's a new conception of quiet water closet performance . . . the result of years of hydraulic laboratory research in the development of well-mannered, unobtrusive efficiency.

The smart, low lines and streamlined styling of the Como complement the decor of any modern bathroom, and of course this beautiful water closet is available in all the lovely U/R colors: Azure Blue . . . Desert Tan . . . Verdant Green . . . Sunlit Ivory . . . and Universal-Rundle's famous whitest of all whites.

And the price is good news, for you would expect to pay more for the many advantages of this fine water closet—the finest in the industry. No. 12000.



Bathroom Basics.....what every woman should know about bathroom fixture selection and care



How to pick the whitest fixtures

The whiteness of vitreous china or enameled cast iron fixtures can be measured scientifically by the amount of light reflected. Scientific laboratories measure this percentage of light reflectance with a Photometer. Through such tests scientists have determined that Universal-Rundle fixtures test over 80% in light reflectance—the whitest bathroom fixtures ever made. The easiest way to pick the whitest fixtures is to choose Universal-Rundle.



Happy colorware combinations

Though Arctic White is the favorite still, more and more homemakers are turning to colored bathroom fixtures—the soft-toned pastel pieces that never tire the eyes.

Universal-Rundle originated colored bathroom fixtures more than a quarter-century ago. They offer today, a choice of Azure Blue, Desert Tan, Verdant Green, or Sunlit Ivory . . . at slight additional cost. In addition to the Ving Smith color schemes in the decorator designed baths, shown on preceding pages, here are some other beautiful color combinations for use with colored fixtures—

With Azure Blue — walls of gun-metal, floor and ceiling of white. For accessories, flame stripe shower curtains and towels, a white mat.



Desert Tan — walls of pale beige, floor of hot chocolate, ceiling white. Curtains of hot chocolate too, towels and mat of beige.



Verdant Green — walls and ceiling may be pale willow green, floors of multi-color spatterdash tile or linoleum with black background. Curtains of green and white plaid. Towels and mat of leaf or light green.



Sunlit Ivory — walls of bright navy, floor in black, contrasting ceiling of white. Then use curtains and towels of sprout green, mat of ivory.

How to choose a lifetime finish

Some bathroom fixtures become dull and stained because they have not been “baked” hard enough. They therefore absorb water, acids, stains, etc., and chip readily.

Universal-Rundle Vitreous China fixtures are made by the famous Hi-Fired process of kiln-firing originated by U/R ceramists. In these great ovens temperatures average higher than in any other in the industry—at times up to 2300° F. The resulting surface is actually harder than steel, with a smooth, glassy gloss that keeps clean effortlessly.

How to match fixtures



It is important that individual units—tub, water closet and lavatory—should match in whiteness or color as well as in design. Mismatched units throw the whole decor off key.

Universal-Rundle fixtures are color matched closer than the eye can see—within 2% light reflectance. Photometric techniques insure this.

Picking fixtures for performance

In Lavatories—look for a big basin, one you can get your elbows into. You may want extra shelf room, for shaving and beauty accessories. See that there is an anti-splash rim.

Bathtubs should have wide and comfortable seats for foot-bathing, or for bathing the children. Built-in soap dishes are convenient.

Water Closets. Flushing action should be quiet and sure. In order of preference and cost, the three types are: Siphon-jet, Reverse-trap, and Washdown. Any of these Universal-Rundle fixtures will serve you well.

The Siphon-jet is quieter, more positive. The Reverse-trap is more powerful than the simple Washdown.

Fittings should sparkle, clean easily, perform faultlessly. An easy quarter-turn of the faucet should give a strong full flow of water, quick-cushioned shut-off. Get heavy, triple-plated chrome brass fittings. Look for simple, functional designs without corners or crevices to harbor dirt.



Care will keep your fixtures beautiful!

Clean fixtures with soap and water. A mild cleanser may be used on hard-to-clean areas, but never use harsh, gritty cleaners! You'll find it saves time to clean all the chrome first—then clean the vitreous and enameled surfaces of all three fixtures.

You'll be glad Universal-Rundle is in the kitchen, too!



cabinet sinks, wall and base cabinets

The same know-how that produces the world's finest bathroom fixtures, now creates the ultimate in modern kitchen equipment for you. Universal-Rundle's white enameled cast iron or steel cabinet sinks, make the kitchen a happy and efficient workroom for the lady of the house.

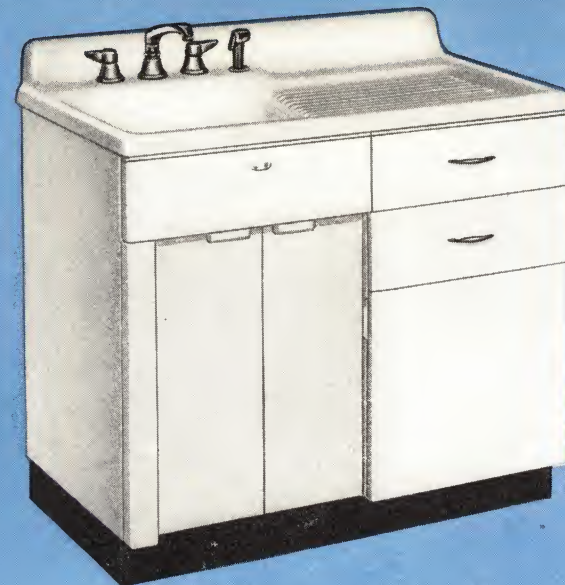
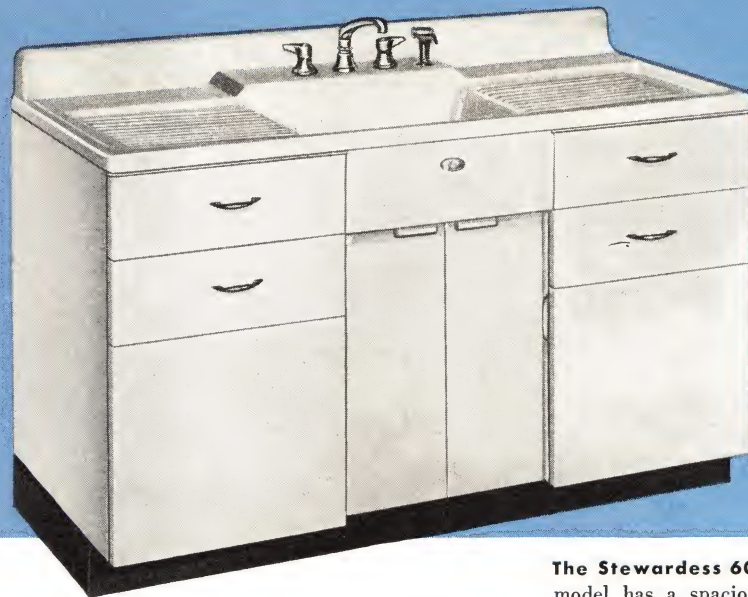
Here you will find the same dazzling white, the same "harder than steel" surfaces, the same integral bond of enamel and fixture body, complete stain resistance, and luster that lasts through the years.

Choice of right- or left-hand models. Sink edges are planned to keep the water off your kitchen floor. Sinks are deep and roomy, for comfortable dish-washing. Ledge sink fittings are complete with spray and Spring-Flo aerator—aerates the water, prevents splashing, makes suds aplenty with less soap.

Cabinet drawers work with smooth, balanced action on brass runner slides. Glide open or shut effortlessly. A center compartment door is equipped with wire racks for storing cleaning accessories.



Vitreous-Enameled cast iron kitchen sinks



The Stewardess 60"—This 5-ft. deluxe model has a spacious double drainboard, four easy-glide drawers, and three large cabinet type storage compartments. No. 7646—60" x 24". Also, No. 7645—54" x 24".

The Stewardess 42"—A single drainboard model designed for the smaller kitchen. Either right- or left-hand sinks. No. 7674, No. 7664.

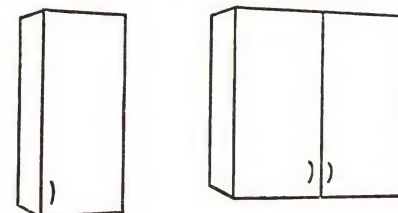
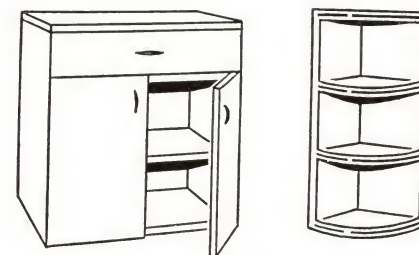


The Milady 48"—A double-duty unit for apartments. Deep 13" laundry tray, 8" deep sink compartment, 2 storage compartments, one drawer. Sink at left, No. 8634. Sink at right, No. 8664. Size 48" x 24".

Bases and wall cabinets

Designed to match your Universal-Rundle Cabinet Sink. Matched design lets you add them to your kitchen layout one at a time.

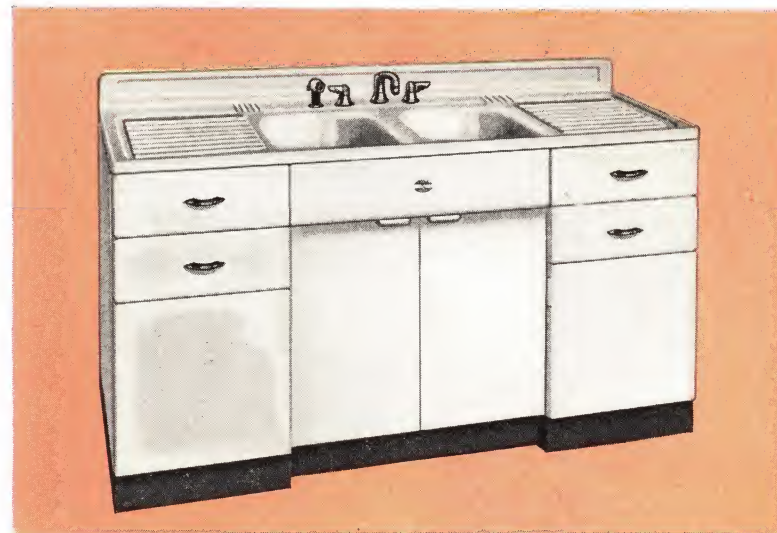
Easy to install, easy to rearrange. In single and double door wall cabinets, corner shelves, linen cabinets, kitchen base cabinets.



Vitreous-Enameled all steel cabinet sinks



The Countess 54"—A practical cabinet sink for the average size kitchen. Sink top has double drainboard and deep sink basin with $3\frac{1}{2}$ " outlet. Cabinet space is fully utilized. Size 54" x 24". No. 9654.



The Kitchen Grand 66"—The sink top has a left-hand and a right-hand drainboard, separated by a double sump. Center fittings are mounted on a wide ledge. Sink is 66" x 24". No. 9666.



The Kitchenette 42" — With left-hand or right-hand drainboard. Deep sink basin with $3\frac{1}{2}$ " outlet. Panel shelf ledge with four-hole drilling for spray hose. No. 9642; 9643.



Luxury-Trim sink fittings

Luxury-Trim chrome brass fittings combine modern style with the latest operational features.

First!

... then



and now



Universal-Rundle is famous in the field of bathroom fixtures as pioneer of many firsts in style, design, performance, and production. Today in the great McAfee Laboratory, U/R research works tirelessly, searching out better ways to make bathroom fixtures more efficient, more beautiful, more lasting. That's why Universal-Rundle leads the field.

Colored Bathroom Fixtures were originated by U/R more than 25 years ago. Today, they are the world's finest colorware.

The Whitest White—Universal-Rundle was first to produce fixtures with over 80% light reflectance by test! No other white fixtures can match their sparkle today.

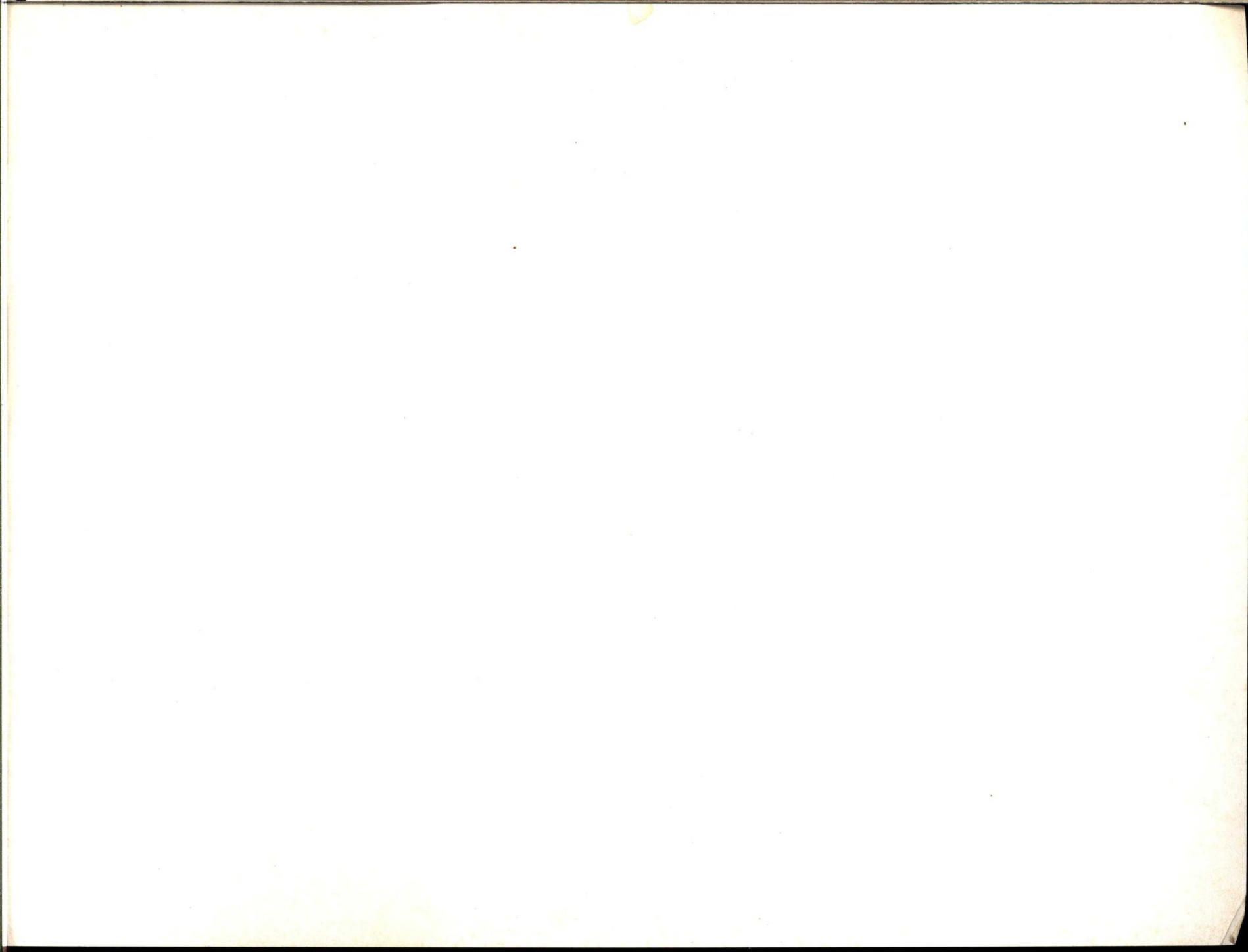
Hi-Fired Surfaces "Harder than steel"—Universal-Rundle's Hi-Fire, one-fire method of firing bathroom ware creates surfaces actually harder

than steel. It gives a finish alive with the play of highlights, impervious to stains, scratches, dulling. Homemakers say it cleans easier too.

Lifetime bonded enamel—The Universal-Rundle kiln-firing makes a practically integral bond of surface enamel with fixture body, with highest resistance to chipping and scratching.

Matching units—U/R was first to use the scientific Spectrophotometer to match tub, lavatory, and water closet units within a suite. Today, they match closer than the human eye can see!

Design "firsts"—Many design "firsts" were introduced by Universal-Rundle. For example, the free-standing unit closet, with tank sealed directly to the bowl. The Rim Jet principle of more sanitary, positive flushing action. The concealed front overflow in lavatories.



You have chosen well when

you choose Universal-Rundle

You have made an enduring investment in better-living when you buy Universal-Rundle bathroom and kitchen fixtures. Well used, they will serve you well for a lifetime. And you will be truly proud of them.

UNIVERSAL-RUNDLE CORPORATION • NEW CASTLE, PENNSYLVANIA



THE WORLD'S FINEST BATHROOM AND KITCHEN FIXTURES

Plants in New Castle, Pa., Milwaukee, Wisc., Camden, N. J., Redlands, Calif., Hondo and San Antonio, Texas

Dealers all over America.